Adult Literacy Contact Centre NEWSLETTER

February 1993 Volume 6, Number 1

A project of the Adult Basic Education Association of B.C.

New Literacy Awards from Canada Post

The Canada Post Corporation has created four new awards to honour outstanding contributions to Canadian literacy.

The Corporation's Flight for Freedom Awards, announced on November 5, 1992 by the Governor General, The Right Honourable Ramon John Hnatyshyn, were established "to recognize the contributions of literacy organizations, companies, educators and individuals towards improving Canada's literacy skills."

There are four awards:

- **Governor General's Flight for Freedom Award** - honours a literacy organization for long-term achievement, innovation, leadership, and organizational excellence
- **Corporate Canada Literacy Award** (sponsored by the *Financial Post)* - honours a company that has established literacy skills upgrading programs in the workplace or has shown leadership in community literacy activities
- **Literacy Education Award** (sponsored by IBM Canada Ltd.) - honours an educator for that individual's dedication and commitment to literacy
- **Individual Achievement Award** - honours an individual who has participated in a work or community literacy program and has succeeded in improving his or her literacy skills

There will be one recipient of each award, and an additional French-language recipient of the Education and Individual Achievement Awards.

The award category, Flight for Freedom, is open to any Canadian non-profit literacy organization established or registered before June 1, 1988, and groups must have had active programs in place throughout 1992.

To be eligible for the Corporate Canada award, organizations must have:

- shown leadership in community literacy activities;
- established a workplace literacy or skills upgrading program before January 1, 1992, and;

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- had active programs in place throughout 1992.

According to the selection criteria (established by the advisory board of the Flight for Freedom Awards), the efforts of the organization "will have contributed significantly to skills upgrading within the workplace or in the community, as measured by the number of individuals participating in programs and improving their literacy skills." As well, "the company will have been innovative in the design and administration of its skills upgrading programs...."

To be eligible for the Literacy Education Award, applicants "must be working in support of the literacy cause through the development of literacy programs, the teaching of literacy skills or otherwise working within their communities in order to improve literacy levels."

The Individual Achievement Award is open to "any resident of Canada of the age of majority (19 years old in B.C.) who has participated in a recognized literacy program in his or her community or workplace and who has demonstrated an improved literacy skills level." To be eligible in this category, the individual "will have faced economic and/or social barriers as a result of his or her illiteracy," and "...will have significantly improved his or her literacy skills as a result of literacy education (work skills program, community program, school board program, etc.)."

Canada Post says the awards "will serve as inspiration for others to get involved in assisting Canadians who could benefit from some form of literacy training."

Submissions for the awards will be judged by "a panel of representatives from Canadian literacy organizations, business leaders and educators."

Award recipients will be invited to a special reception hosted by the Governor General at Rideau Hall in Ottawa on November 4, 1993. The recipients will be presented with a specially commissioned Flight for Freedom Award statue.

This symbol is an official mark of Canada Post Corporation

The deadline for applications is April 30, 1993.

To obtain eligibility criteria and submission forms, contact:

Flight for Freedom Awards
Station 490
Canada Post Corporation
720 Heron Road
Ottawa, Ontario
K1A 0B1
Phone: (613) 734-7582 ❐

Literacy PSA's Win Lotus Awards

Two B.C. Literacy Public Awareness Campaign (LPAC) public service announcements -- currently being broadcast on radio and television stations throughout B.C. -- have won certificates of merit from B.C.'s advertising industry.

The LPAC psa's received the certificates in the annual Lotus Awards, an event sponsored by the B.C. advertising community to recognize and honour excellence in the industry. The third annual awards were held at the Hyatt Regency Hotel in Vancouver on November 26, 1992.

The campaign received the certificates in two categories: public service radio commercial and public service television commercial. The winning psa's are part of a series of eight -- two for television and six for radio -- targeted at both potential learners and a general audience. The psa's were developed for the Humanity Award, an annual donation by the B.C. Association of Broadcasters of free air time to a non-profit organization. The LPAC was designated co-winner of the 1992/93 award last May. The award has provided the campaign with free commercial airtime valued at approximately $700,000 on about 40 radio and eight

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television stations in B.C.

The psa's have aired periodically since mid-June 1992. The current series runs from mid-December 1992 through mid-March 1993.

The psa's were developed by Wasserman, Cozens Dundon, in association with VRH Public Relations, a specialized arm of VRH Communications Ltd., the agency responsible for managing the LPAC. The LPAC is one of B.C.'s literacy cost-shared projects between the Ministry of Advanced Education, Training and Technology and the National Literacy Secretariat, Multiculturalism and Citizenship Canada.

The winning TV psa shows a series of road signs seen from a moving car at night, culminating with one which reads, "Bridge Out."

In the winning radio psa, targeted at potential learners, a man describes his apprehension over reading situations:

"I was scared all the time. I'd go to work knowing that today they'd find out. I'd get a menu and all I could taste was fear. My little girl holding a book of fairy tales -- I'd just panic."

Both psa's are tagged with the Adult Literacy Contact Centre's toll-free telephone number (1-800-663-1293).

There were 590 entries in the event, of which 36 received Lotus awards and 70 received certificates of merit. The entries in the five categories (print, television, radio, music/ sound design, multimedia advertising campaign) must have been created in B.C. but may have aired or appeared regionally, nationally or internationally. ❐

Prosperity Initiative has "Action Plan" for Literacy

A report by the Steering Group of the federal government's Prosperity Initiative calls for the establishment of an independent Canadian Forum on Learning to coordinate a national campaign to reduce illiteracy.

The recommendation is one of 53 published in a document -- described as "a road map for change," -- by the Steering Group called, "Inventing Our Future: An Action Plan for Canada's Prosperity." The Initiative (supported by the "Prosperity Secretariat," a temporary federal government department under the jurisdiction of Industry, Science, and Technology Canada and Employment and Immigration Canada) was a year-long process of "extensive consultations with Canadians on how to ensure the prosperity of our country."

According to the Steering Group, "Canada's continued prosperity is being threatened...compared with other industrial countries, we are already slipping." Among the warning signs, it says, is that, "workers are not receiving the training they need, and our expensive education systems are not delivering the results they should."

The report states that "Canadians....are worried about accessibility and equity, literacy and drop-out rates, our

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Adult Literacy Contact Centre Newsletter

622 - 510 West Hastings Street

Vancouver, B.C. V6B 1L8

1-800-663-1293 Toll-free in B.C.

684-0624 Lower Mainland

684-8520 Facsimile

The Adult Literacy Contact Centre is a project of the Adult Basic Education Association of B.C. and is jointly funded by the Ministry of Advanced Education, Training and Technology; and the National Literacy Secretariat.

The Centre welcomes receiving your literacy news by phone, fax or mail. We reserve the right to edit written submissions for the newsletter.

The newsletter is published monthly (except as noted). It is available free of charge to any individual or agency upon request.

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performance in mathematics and science, the preparation of students for the working world, and opportunities for training in the workplace."

The proposed forum on learning is one element in a strategy to introduce what the action plan calls "competence-based systems" to cover all levels of education and training in Canada.

Key recommendations in the report include:

- "Launch a nation-wide campaign, led by provincial and territorial governments, to reduce illiteracy. The campaign would build on the expertise of literacy and community groups, and encourage all Canadians, particularly business people, to become involved, through, for example, a Canadian Literacy Corps."

- "Establish a Canadian Forum on Learning to:

  - develop a statement of expectations for education and training in Canada;
  - encourage partnerships and collaborations;
  - coordinate and promote special initiatives to eradicate illiteracy and to promote interest in learning through a major communications campaign."

The forum "should involve providers and users of learning, be jointly funded by the federal and provincial governments and the private sector, be supported by a secretariat, and have a limited initial mandate of five years."

As part of the Initiative's consultation process, community talks were held in 186 cities, towns and villages throughout Canada, followed by regional talks in five major centres. Consultations took place on education and training, science and technology, government, quality, investment and trade. Groups which submitted briefs to the Steering Group include the Association of Canadian Community Colleges, Frontier College, and the Movement for Canadian Literacy.

B.C.'s representatives on the Steering Group were Jack Munro, Chairman, Forest Alliance of British Columbia, and Lucille Pacey, Vice-President (Technology and Educational Television), Open Learning Agency.

To order copies (of either the summary or the full action plan), contact:

Prosperity Secretariat
235 Queen Street
Ottawa, Ontario
K1A 0H5
Phone: (toll-free) 1-800-387-9601 ❐

Plain Language Working Groups

The Plain Language Institute (PLI) of B.C. has scheduled two Plain Language Working Group meetings this month.

In Victoria, speakers Phil Knight, PLI Executive Director, and Dennis Kent, Director of Projects, Ministry of Attorney General, will host "a general discussion on plain language within government." The meeting will take place February 17, 1993 in the Multipurpose Room, Victoria Public Library, 735 Broughton Street, Victoria, from 12 to 1:15 p.m.

The topic for the Vancouver meeting is, "Three Approaches to Plain Language: Better, Best and Better than Nothing," with guest speaker Dr. Rick Coe, Professor of Rhetoric at Simon Fraser University's English department.

The Vancouver group meets February 25, 1993 at the People's Law School, 900 Howe Street, Vancouver, from 12 - 2 p.m.

For information, contact:

Elizabeth Otto
The Plain Language Institute of B.C.
1500 - 555 West Hastings Street
Vancouver, B.C.
V6B 4N6
Phone: 687-8895 ❐

There's still time to respond to the Faris Report ...

Dr. Ron Faris' *Lifelong Learning for the 21st Century*, a report on the future direction of B.C. adult and continuing education, was released in October, 1992. (See story in the *ALCC Newsletter*, November 1992, page 1.) The provincial Ministry of Education and Ministry Responsible for Multiculturalism and Human Rights; and the Ministry of Advanced Education, Training and Technology, have since been encouraging the adult and continuing education field to respond to the report.

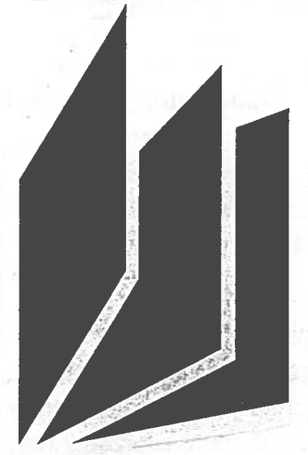
A Response Guide is available to give written feedback to the Ministries. The guide asks for comments about 27 of Dr. Faris' recommendations and suggests respondents make their own recommendations as well.

Approximately 1,500 copies of the guide were distributed to the field in December 1992.

The new deadline for return of the guides is April 15, 1993.

For additional copies of the Resource Guide, phone the Adult Literacy Contact Centre: 1-800-663-1293.

ABEABC Projects Update



Practitioner speciality workshops

Two workshops are slated for April 14, 1993, in conjunction with the Adult Basic Education Association of B.C. annual general meeting and conference in Fairmont Hot Springs, B.C., April 14-17, 1993:

- A Forum for Practitioners in First Nations Programs
- Problems and Possibilities for Part-time Practitioners

According to Project Coordinator Sheila Whincup, financial subsidies will be available to help a number of participants from each region of B.C. attend these workshops. Workshop application forms are currently being sent to First Nations and other literacy and ABE programs. The deadline for return of the forms is February 28, 1993.

Contact:

Sheila Whincup (Sooke)
Phone: 642-7921
Fax: 642-7859

Impact of literacy education on the lives of former literacy students

This study, "to determine how literacy students perceive their participation in a literacy program to have affected their lives," will involve interviews with former students throughout B.C. by a three-member research team. The study is expected to, "have implications for program and curriculum planning, government policy, and the efforts of literacy advocacy groups."

The research team would like assistance in locating former literacy students.

Contact:

Alan Creighton-Kelly
Project Supervisor
Phone: 251-7373 (Vancouver)

or:

Patty Bossort
Project Researcher
Phone: 876-3780 (Vancouver)

Both ABEABC projects are supported by 1992/1993 B.C. literacy cost-shared project funding from the National Literacy Secretariat and the B.C. Ministry of Advanced Education,Training and Technology. ❐

B.C. Committee Has Role in Literacy Funding

Applications for 1993/1994 B.C. literacy cost-shared project funding between the National Literacy Secretariat (NLS) and the Ministry of Advanced Education, Training and Technology (MAETT) are currently at the review stage.

The applications were due this year by February 1, 1993.

Grants for adult literacy projects are funded through a cost-shared agreement between the NLS and the MAETT. Since 1987 the fund has provided financial support for projects under the following criteria: learning materials, research, access and outreach, coordination and information sharing, public awareness, and professional development for practitioners.

In B.C., applications for cost-shared funds are considered under a two-part process. First, the applications are reviewed within both the MAETT and the NLS. Next, an External Advisory Committee reviews the proposals and prioritizes them for quality, content, regional distribution, known government priorities, and relationship to the recommendations outlined in the Provincial Literacy Advisory Committee report (December 1989).

The Advisory Committee is scheduled to meet in the Lower Mainland on March 25 and 26, 1993.

Mary Waddington, Coordinator of Literacy Programs for the MAETT, explains how the committee members are selected:

"Organizations are asked to send a representative who is chosen for his or her overall expertise. Committee members are not there to represent the vested interest of any particular organization, but are selected on behalf of their organizations for their literacy knowledge."

She adds, "A committee member will not be present while a proposal he or she is part of is under discussion by the committee."

The Advisory Committee consists of seven practitioners from the literacy field in B.C., three resource persons and three observers.

On this year's committee are two learners in the role of observers. Waddington says, "this follows a recommendation by the committee last year that learners be a part of the process." The two, "will receive all the materials under review by the committee and participate in discussions, in order to see how the process works."

Members of the 1993/1994 External Advisory Committee are:

Jim Bray
Vocational Instructor
Developmental and Regional Programs
University College of the Cariboo
Selected by: Adult Basic Education Association of B.C.

Paula Davies
VALT (Volunteer Adult Literacy Tutoring) Coordinator
College of New Caledonia
Selected by: Movement for Canadian Literacy

Pat Hodgson
Instructor
Adult Basic Education/Foundations Program
Capilano College
Selected by: ABE Articulation Steering Committee

Grace Mirehouse
Assistant Administrator
Program and Student Services
Native Education Centre
Selected by: Association of First Nations Institutes

John Potts
Dean
Career-Vocational Division
Capilano College
Selected by: ABE Developmental Deans and Directors

Audrey Thomas
Adult Education and Literacy Consultant
Selected by: Literacy B.C.

Lee Weinstein
Vice-principal
Invergarry Learning Centre
School District No. 36 (Surrey)
Selected by: School District Continuing Education Directors

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Observers:

Erna Barwich
Member, Learners' Caucus
Literacy B.C.
Selected by: Literacy B.C.

Doug Findlater
Senior Program Officer (Literacy)
B.C. and Yukon Region
Multiculturalism and Citizenship Canada

Ken Reich
Member, Learners' Caucus
Literacy B.C.
Selected by: Literacy B.C.

Resource Persons:

Patty Bossort
Cost-Shared Project Liaison
NLS/MAETT

Yvette Souque
B.C. Projects Officer
NLS

Mary Waddington
Coordinator, Literacy Programs
MAETT
❐

Spotlight on the Kootenays

A provincial government review panel plans to collect views from a wide range of participants on the future of post-secondary education and training in the Kootenay region.

The Kootenay Post-Secondary Education and Training Review Panel was jointly established in November 1992 by the Ministry of Advanced Education, Training and Technology (MAETT); the Ministry of Economic Development, Small Business and Trade; and the Ministry of Tourism and Culture. The panel is chaired by Dr. E. Margaret Fulton, with support from an advisory committee made up of representatives from the three ministries.

The panel will make its recommendations to MAETT Minister Tom Perry no later than June 1993.

Specifically, the panel will:

❖ Identify the post-secondary education and training needs in the region

❖ Develop criteria to evaluate options to address these needs

❖ Review demographic, geographic, historical, and economic characteristics of the region - including employment opportunities

The panel will hold a series of public hearings in the Kootenay region from March 29 - April 8, 1993. It is currently accepting written briefs from organizations and individuals.

The deadline for written briefs is March 1, 1993.

For information, contact:

Jeanette Matson
Executive Assistant
Kootenay Post-Secondary Education and Training Review Project
#1404 - 555 West Hastings Street
P.O. Box 12081
Vancouver, B.C.
V6B 4N5
Phone: 775-0285
Fax: 775-0291 ❐

Literacy/ESL Workshops

Two free workshops for literacy and English as a second language (ESL) educators will take place in Vancouver and Nanaimo this month.

The workshops, called, "Global Issues in the Classroom," will introduce a new textbook -- *Global Stories of People Working for Change* -- published by CoDevelopment Canada, a Vancouver-based non-governmental organization.

The textbook, designed to help ESL and literacy teachers develop skills for teaching about global development issues, includes personal stories of people's lives from countries such as Guatemala, Eritrea, Ethiopia, Nepal and Bolivia. The text is written for the intermediate level ESL and literacy student. It includes photographs, classroom exercises and an instructor's guide.

The following workshops are scheduled :

February 20, 1993 - Vancouver Community College, King Edward Campus, Room 3160
10:00 a.m. - 1 p.m.

February 26, 1993 - Malaspina College, Nanaimo
1:30 p.m. - 4:30 p.m.

Multiple copies of the book will be available free of charge at the workshops. Space is limited.

For further information, contact:

Ruth Leckie
Workshop Coordinator
CoDevelopment Canada
3 - 1654 West 7th Avenue
Vancouver, B.C.
V6J 1S5
Phone: 253-4391 (local 39)
or 872-0297 (home)

NEW RESOURCES

***Voices from the Literacy Field.* Edited by James A. Draper and Maurice C. Taylor. Toronto: Culture Concepts Inc. (1992)**

This recently-published text on adult literacy in Canada includes contributions about workplace and cultural literacy initiatives in B.C.

Richard Darville's case study, "Collaboration in Workplace Literacy," examines the background of the City of Vancouver's Municipal Workplace Language Training Program, which was initiated in 1989 by the city's Equal Employment Opportunities office. The program involves city union employees in a basic skills training program.

Darville, formerly of the University of British Columbia, is currently a faculty member in the Linguistics Department, Carleton University, Ottawa.

B.C. freelance writer/researcher Tom Walker describes two case studies in his paper, "Theatre as Literacy." The first is the literacy Power Play, a five-day student workshop which took place in June 1990 and was a project shared by Vancouver Community College's King Edward Campus Basic Education department and Vancouver's Headlines Theatre company. The second is *Marks on Paper*, the literacy play performed as a fundraiser by adult basic education students at the University College of the Fraser Valley since 1989.

The 418-page softcover text contains six sections. The first, "Foundations of Literacy," consists of three chapters on the philosophies and principles of literacy education. This is followed by case studies from across Canada illustrating Community Building; Special Needs; Activating Student Participation; Language and Culture; and Workplace Literacy.

To order *Voices from the Literacy Field*, contact:

Culture Concepts Inc.
5 Darlingbrook Crescent
Toronto, Ontario
M9A 3H4
Phone: (416) 231-1692
Fax: (416) 237-1832 ❐

THE LITERACY MATERIALS

BULLETIN

The recommended materials in the fall/winter 1992 *Literacy Materials Bulletin* include a series of books on world myths and legends, a literacy program guide, and a whole language tutor handbook. A sample page from each of the materials reviewed is shown. All of the materials were field-tested in B.C. literacy programs and are recommended for the basic/functional or beginning literacy level.

The *Bulletin* is the cooperative effort of a 10-member committee formed in 1989 to review and field-test literacy materials twice-yearly.

Copies of the six issues to date are available on request from the Adult Literacy Contact Centre. The materials reviewed in the current *Bulletin* are available on a loan basis from Literacy B.C. (Phone 687-5077, Vancouver)

The *Bulletin* invites reader recommendations of favourite literacy materials.

For information, contact:

Laurie Gould
(Chair, Literacy Materials Committee)
Basic Education Department
Vancouver Community College
King Edward Campus
1155 East Broadway
Vancouver, B.C.
V5T 1Y8
Phone: 871-7364 ❐